

## TOMTOM CUSTOMERS EASILY NAVIGATE THEIR WAY TO INFORMATION ONLINE



### RightNow Solutions

Service: web self-service, email management, call tracking

Marketing: customer loyalty programs

### Industry

Consumer Electronics / Hardware

### Market Size

Enterprise

### Customer Since

2003

### Additional Information

- 20+ interfaces, including support in 9 languages
- Gartner CRM Excellence Award finalist

### THE COMPANY

TomTom is a leading provider of personal navigation products and services to the consumer market.

### SITUATION

Every company aspires to fast growth. But growth can bring its own share of problems—especially when it comes to customer service. But that's not what's happened to TomTom. Working with RightNow, the multi-national navigation products leader, is running a highly efficient contact center that provides world-class support to customers across all communication channels.

### GOALS

- Deliver great service and support across all communication channels to ensure customer loyalty
- Optimize efficiency to keep costs from growing as fast as the business
- Gain better visibility into customer issues to ensure responsiveness to their needs

### ACHIEVEMENTS

- 24-hour web self-service handles more than two million answers viewed each month
- Reduced phone and email workloads result in lower costs but improved customer experience (800% business growth, but only 100% email / 200% call growth)
- All interactions across all channels tracked in one place for maximum market insight

Because of its success with RightNow's customer service solutions, TomTom is extending its implementation to take advantage of RightNow's marketing automation capabilities. These capabilities enable TomTom to execute newsletter-style mailings in support of its evolving customer loyalty programs. Integration between RightNow's service and marketing tools—which includes a common database—ensures that the right information is sent efficiently and reliably to the right customers at the right time.

### FOR COMPLETE CASE STUDY, PLEASE VISIT

[www.rightnow.com/customers-tomtom.php](http://www.rightnow.com/customers-tomtom.php)

“ One of the keys to success in this market is to make things as simple for the customer as possible. By making it so easy to find answers on our website, RightNow fits perfectly into the overall TomTom customer experience.”  
—Roy van Keulen, TomTom general manager of support